

In the claims:

Presented below are the claims, as amended, with changes entered and not marked.

1 ~~29~~¹. (Amended) A method comprising:
2 presenting a broadcast to a viewer;
3 receiving viewer feedback to the broadcast including providing a
4 questionnaire in response to a request from a viewer to provide feedback;
5 generating a rating of the broadcast based at least in part on the received
6 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the
7 first broadcast for potential subsequent viewers; and
8 providing the rating of the broadcast to potential subsequent viewers.

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1 ~~30~~². (Unchanged) The method of claim ~~29~~¹ wherein receiving viewer feedback
2 comprises receiving viewer feedback after a broadcast.

1 ~~32~~³. (Amended) The method of claim ~~29~~¹ wherein the request from a viewer comprises
2 an identification of one from among a list of recently viewed broadcasts.

1 ~~33~~⁴. (Unchanged) The method of Claim ~~29~~¹ wherein receiving viewer feedback
2 comprises receiving answers to a questionnaire, the questionnaire including questions that are
3 specific to the broadcast.

1 ~~34~~⁵. (Unchanged) The method of claim ~~29~~¹ further comprising offering an incentive to
2 the viewer to encourage the viewer to provide viewer feedback.

1 ~~35~~⁶. (Unchanged) The method of claim ~~29~~¹ wherein receiving viewer feedback
2 comprises receiving viewer feedback at a programming guide server from a system controller
3 of a viewer entertainment system.

1 ⁷
~~36~~. (Unchanged) The method of claim ¹~~29~~ further comprising receiving viewer
2 characteristic information along with the viewer feedback.

1 ⁸
~~37~~. (Unchanged) The method of claim ⁷~~36~~ further comprising storing the viewer
2 characteristic information in a system controller of a viewer entertainment system.

1 ⁹
~~38~~. (Unchanged) The method of claim ¹~~36~~ wherein the viewer characteristic
2 information includes hardware capabilities of a viewer entertainment system.

1 ¹⁰
~~39~~. (Unchanged) The method of claim ¹~~29~~ wherein the rating comprises an indication
2 of a proportion of viewer feedback which is positive toward the broadcast.

1 ¹¹
~~40~~. (Unchanged) The method of claim ⁷~~36~~ wherein generating a rating comprises
2 generating a rating using the viewer characteristic information to generate separate ratings for
3 different categories of viewers.

1 ¹²
~~41~~. (Unchanged) The method of claim ¹~~29~~ further comprising providing the rating of
2 the broadcast to programming providers.

1 ¹³
~~42~~. (Unchanged) The method of claim ¹~~29~~ wherein providing the rating comprises
2 providing the rating along with a programming guide.

1 ¹⁴
~~43~~. (Unchanged) The method of claim ¹~~29~~ wherein providing the rating comprises
2 repeatedly updating provided ratings as viewer feedback is received.

1 ¹⁵
~~44~~. (Unchanged) The method of claim ¹~~29~~ further comprising presenting a
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are
3 ranked based on the rating.

1 ¹⁶
~~45~~. (Unchanged) The method of claim ⁷~~36~~ further comprising:
2 assembling a list of available broadcasts using viewer characteristic information for a
3 selected viewer;

4 ranking the available broadcasts in the list based on the rating for each respective
5 broadcast; and

6 presenting a programming guide showing the ranked list to the selected viewer.

1 ¹⁷~~46~~. (Unchanged) The method of claim ⁷~~36~~ further comprising presenting a
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are
3 ranked based on the rating and on the viewer characteristic information.

1 ¹⁸~~47~~. (Unchanged) The method of claim ⁷~~36~~ further comprising presenting a
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are
3 ranked based on viewer characteristic information.

1 ¹⁹~~48~~. (Amended) A method comprising:

2 receiving viewer feedback to a broadcast from a plurality of different viewers
3 of the broadcast including providing a questionnaire ^{in response to a request from} to a viewer to provide feedback;

4 generating a rating of the broadcast based at least in part on the received
5 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the
6 first broadcast for potential subsequent viewers; and

7 providing the rating of the broadcast through an electronic communications
8 device for display to potential subsequent viewers of the broadcast.

1 ²⁰~~50~~. (Unchanged) The method of Claim ¹⁹~~48~~ wherein receiving viewer feedback
2 comprises receiving answers to a questionnaire, the questionnaire including questions that are
3 specific to the broadcast.

1 ²¹~~51~~. (Unchanged) The method of claim ¹⁹~~48~~ further comprising offering an incentive to
2 the viewer to encourage the viewer to provide viewer feedback.

1 ²²~~52~~. (Unchanged) The method of claim ¹⁹~~48~~ further comprising receiving viewer
2 characteristic information along with the viewer feedback.

1 ²³~~53~~. (Unchanged) The method of claim ²²~~52~~ wherein the viewer characteristic
2 information includes hardware capabilities of a viewer entertainment system.

1 ²⁴~~54~~. (Unchanged) The method of claim ²²~~52~~ wherein generating a rating comprises
2 generating a rating using the viewer characteristic information to generate separate ratings for
3 different categories of viewers.

1 ²⁵~~55~~. (Unchanged) The method of claim ¹⁹~~48~~ wherein providing the rating comprises
2 providing the rating along with a programming guide.

1 ²⁶~~56~~. (Unchanged) The method of claim ¹⁹~~48~~ wherein providing the rating comprises
2 repeatedly updating provided ratings as further feedback from additional ones of the plurality
3 of viewers is received.

1 ²⁷~~57~~. (Unchanged) The method of claim ¹⁹~~48~~ further comprising presenting a
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are
3 ranked based on the rating.

1 ²⁸~~58~~. (Unchanged) The method of claim ²²~~52~~ further comprising:
2 assembling a list of available broadcasts using viewer characteristic information for a
3 selected viewer;
4 ranking the available broadcasts in the list based on the rating for each respective
5 broadcast; and
6 presenting a programming guide showing the ranked list to the selected viewer.

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1 ²⁹~~29~~. (Unchanged) The method of claim ²²~~52~~ further comprising presenting a
2 programming guide of available broadcasts to a viewer wherein the available broadcasts are
3 ranked based on viewer characteristic information.

1 ³⁰~~30~~. (Amended) A machine-readable medium having stored thereon data representing
2 sequences of instructions which, when executed by a machine, cause the machine to perform
3 operations comprising:

4 presenting a broadcast to a viewer;
5 receiving viewer feedback to the broadcast including providing a
6 questionnaire in response to a request from a viewer to provide feedback;
7 generating a rating of the broadcast based at least in part on the received
8 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the
9 first broadcast for potential subsequent viewers; and
10 providing the rating of the broadcast to potential subsequent viewers.

1 ³¹~~31~~. (Unchanged) The medium of claim ³⁰~~30~~ wherein the instructions causing the
2 machine to perform operations comprising generating a rating further comprise instructions
3 causing the machine to perform operations comprising generating a rating using viewer
4 characteristic information to generate separate ratings for different categories of viewers.

1 ³²~~32~~. (Unchanged) The medium of claim ³⁰~~30~~, the instructions causing the machine to
2 perform operations further comprising:
3 assembling a list of available broadcasts using viewer characteristic information for a
4 selected viewer;
5 ranking the available broadcasts in the list based on the rating for each respective
6 broadcast; and

7 presenting a programming guide showing the ranked list to the selected viewer.

1 ³³
~~64~~. (Amended) A machine-readable medium having stored thereon data representing
2 sequences of instructions which, when executed by a machine, cause the machine to perform
3 operations comprising:

4 receiving viewer feedback to a broadcast from a plurality of different viewers of the
5 broadcast;

6 generating a rating of the broadcast based at least in part on the received viewer
7 feedback to the broadcast, the rating indicating a likelihood of interest in the first broadcast
8 for potential subsequent viewers and the rating using viewer characteristic information to
9 generate separate ratings for different categories of viewers; and

10 providing the rating of the broadcast through an electronic communications device for
11 display to potential subsequent viewers of the broadcast.

1 ³⁴
~~66~~. (Unchanged) The medium of claim ³³~~64~~ wherein the instructions causing the
2 machine to perform operations comprising providing the rating further comprise instructions
3 causing the machine to perform operations comprising providing the rating along with a
4 programming guide.

1 ³⁵
~~67~~. (Unchanged) The medium of claim ³³~~64~~, the instructions causing the machine to
2 perform operations further comprising:

3 assembling a list of available broadcasts using viewer characteristic information for a
4 selected viewer;

5 ranking the available broadcasts in the list based on the rating for each respective
6 broadcast; and

7 presenting a programming guide showing the ranked list to the selected viewer.

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68. (Amended) An entertainment system controller comprising:

a storage medium to store a questionnaire regarding a broadcast that is presented to a viewer on a display device;

control circuitry to provide a feedback questionnaire to a viewer of the broadcast, the control circuitry retrieving the questionnaire from the storage medium in response to a request from the viewer;

a viewer interface to receive viewer feedback to the broadcast based on the feedback questionnaire; and

a communications interface to provide the viewer feedback to the broadcast to a server system and to receive ratings from the server system regarding other available broadcasts based on viewer feedback from other viewers, the ratings indicating a likelihood of interest in the available broadcasts for the viewer,

wherein the control circuitry further provides the ratings regarding other available broadcasts to the viewer.

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30. (Unchanged) The entertainment system controller of claim 68 wherein the communications interface comprises at least one of a local area network, a wide area network, internet, cable television line, twisted pair line, fiber optic line, or radio frequency communications interface.

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31. (Unchanged) The entertainment system controller of claim 68 wherein the communications interface provides viewer characteristic information to the server system along with the viewer feedback.

1 ³⁹~~32~~. (Amended) The entertainment system controller of claim ³⁶~~68~~ further comprising a
2 register containing information regarding the entertainment system of the viewer and wherein
3 the communications interface provides hardware capabilities information from the register to
4 the server system along with the viewer feedback.

1 ⁴⁰~~35~~. (Unchanged) The entertainment system controller of claim ³⁶~~68~~ further comprising
2 a storage medium to store information regarding available broadcasts and wherein the control
3 circuitry

4 assembles a list of available broadcasts using viewer characteristic information for a
5 selected viewer;

6 ranks the available broadcasts in the list based on the rating for each respective
7 broadcast; and

8 presents a programming guide showing the ranked list to the selected viewer.

1 ⁴¹~~34~~. (Amended) An entertainment server system comprising:

2 a communications interface to receive viewer feedback to a broadcast from a plurality
3 of different viewers of the broadcast, the communications interface receiving viewer
4 characteristic information along with the viewer feedback; and

5 a processor to generate a rating of the broadcast based at least in part on the received
6 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the first
7 broadcast for potential subsequent viewers, the rating being generated using the viewer
8 characteristic information to generate separate ratings for different categories of viewers,
9 wherein

10 the communications interface provides the rating of the broadcast to viewer
11 entertainment systems for display to potential subsequent viewers of the broadcast.

1 ⁴²~~75~~. (Unchanged) The system of claim ⁴¹~~74~~ further comprising a programming guide
2 server to provide a programming guide to viewer entertainment systems through the
3 communications interface the broadcasts of the programming guide being associated with a
4 rating.

1 ⁴³~~77~~. (Unchanged) The system of claim ⁴¹~~74~~ further comprising a storage medium to
2 store information regarding available broadcasts and wherein the control circuitry
3 assembles a list of available broadcasts using viewer characteristic information for
4 a selected viewer;
5 ranks the available broadcasts in the list based on the rating for each respective
6 broadcast; and
7 wherein the communications interface provides a programming guide showing the
8 ranked list to an entertainment system of the selected viewer.
